

## 1. State Level Goals and Objectives

Based on the needs assessment and the current availability of other nutrition education services, identify your State's goals and objectives for SNAP-Ed. Make sure objectives are specific, measurable, appropriate, realistic, and time specific.

### a. State Level Goals

Background: California currently does not have a statewide SNAP-Ed nutrition education obesity prevention program targeting older adults. A poor diet can contribute to obesity and an increased risk of chronic disease. Obesity-related conditions consist of heart disease, stroke, type 2 (adult onset) diabetes and certain types of cancer. SNAP-Ed interventions specifically address key behavioral outcomes to increase fruit and vegetable intakes, physical activity, and maintain appropriate calorie balances during each stage of life in order to reduce the risk of chronic disease.

Goal: Improve the knowledge of healthy food choices and provide opportunities for appropriate physical activity for California's low-income older adults (at or below 185% Federal Poverty Level (FPL)) through a statewide Supplemental Nutrition Assistance Program Nutrition Education and Obesity Prevention Program (SNAP-Ed). The primary target audience is older adult CalFresh recipients (at or below 130% FPL) with a secondary focus on SNAP-Ed eligible (at or below 185% FPL) older adults.

### b. State Level Objectives

CDA will administer grant activities and distribute funding for a statewide SNAP-Ed program to promote nutrition education and obesity prevention interventions among low-income older adults in 25 of 33 AAAs by September 30, 2015. CDA contracts with and provides leadership and direction to AAAs that coordinate a wide array of services to seniors and adults with disabilities at the community level and serves as the focal point for local aging concerns. SNAP-Ed interventions will be provided at participating OAA Title IIIC Congregate Nutrition Programs. SNAP-Ed interventions will increase the knowledge and skill of low-income older adults to make healthier food choices within their limited budgets using evidence-based nutrition education, and will provide older adults with increased knowledge about appropriate physical activity interventions to encourage more active lifestyles.

## 2. Description of projects/interventions. The following information should be provided: Project Title

California Department of Aging: Supplemental Nutrition Assistance Program Nutrition Education and Obesity Prevention Program (SNAP-Ed) for Older Adults

### a. Related State Objectives

*Specify the objectives that the project/intervention supports.*  
[Click here to enter State objectives.](#)

### b. Audience

*Specify the audience category as explained in Section A: Identifying and Understanding the Target Audience and other relevant characteristics of the proposed audience (e.g., age, gender, etc.).*

Information provided is from the California Aging Reporting System (CARS), a database used to track

information pertaining to the participants of OAA nutrition programs in California. Source: CDA, Congregate Nutrition Program (Title IIIC-1) Program Statistical Fact Sheet.

[http://aging.ca.gov/Data\\_and\\_Statistics/Facts\\_and\\_Program\\_Narratives\\_2013.asp](http://aging.ca.gov/Data_and_Statistics/Facts_and_Program_Narratives_2013.asp)

Age:

- 60 and older 100%

Gender:

- Male 40%
- Female 60%

Ethnicity:

- White 57%
- African American 6%
- Asian 14%
- American Indian or Alaska Native <1%
- Native Hawaiian or Other Pacific Islander 1%
- Hispanic 23%

Language:

- English 75%
- Spanish 25%

CDA SNAP-Ed nutrition education and obesity prevention activities will target SNAP-Ed participants and low-income older adults, age 60 and older, eligible to receive CalFresh benefits or who have incomes at or below 185 percent of the FPL, who are participating in the OAA Title IIIC Congregate Nutrition Program.

**c. Focus on SNAP Target Audience**

*Describe how the project will focus education on SNAP target audience.*

SNAP-Ed programs and activities will be provided in conjunction with the OAA Congregate Meals Programs. CDA administers the OAA Title IIIC Congregate Nutrition Program through its statewide network of AAAs and their service providers. This program helps older adults remain independent in their communities by providing nutritious food. OAA services target older individuals who are in greatest economic or social need, and gives particular attention to low-income, minority older individuals, and older individuals living in rural areas. The Program's purpose is to improve participants' dietary intakes and decrease their risk for chronic disease by providing meals that meet the DGAs which aligns with SNAP-Ed intervention strategies.

To ensure that sites comply with SNAP-Ed site eligibility Guidance standards, each site location will be entered into the Network GIS mapping system to identify census tract eligibility based on the poverty level of the community (>50 percent <185 percent Federal Poverty Level (FPL)). Sites not in eligible census tracts will be individually evaluated. Participants of the Title IIIC program are required to complete intake forms that indicate whether or not the participant earns at or below 100 percent of the FPL. A standard form will be used to review participant data and evaluate the number of clients at or below 100 percent of the FPL. If sites are ineligible by the previous two methods, sites may individually query the participants to ensure 50 percent have incomes at or below 185 percent of the FPL. SNAP-Ed site eligibility will be evaluated annually and kept on file at the contracting agency.

CDA has created a list of USDA, FNS approved evidence-based SNAP-Ed nutrition education and obesity prevention activities targeted to adults 60 and over. The list of programs will be distributed to participating AAAs. The evidence-based activities provide a variety of options that allow providers

to create a series of classes to promote nutrition education and obesity prevention through physical activity and healthy eating. AAAs will be asked to choose from programs and activities which best meet the needs of the older adult community served. SNAP-Ed interventions will increase the low-income older adult's skills to choose and access healthier food and engage in physical activity.

**d. Project Description**

*Note how you will implement the project, giving particular attention to: how and where it will be delivered, its duration, the projected number of participants, the frequency of contacts (number of classes, mailings, billboards, etc.), and key educational messages.*

The allocation methodology developed by CDA to distribute SNAP-Ed funds used the California Aging Population Demographic Projections report which provides older adult population data by county and PSA. Initially, \$20,000 was allocated to each PSA as a base allocation. From there on, an allocation factor based on the number of Medi-Cal eligible individuals in the service area, a count of the unduplicated OAA nutrition program participants, and a factor for geographic isolation (based on the geographic distribution of older individuals in the state) to develop an equitable method of distributing funds to the AAAs. The Medi-Cal eligible factor provides an estimate of the number of low-income individuals in the service area and aligns to SNAP-Ed's primary target population. The unduplicated OAA nutrition program client count provides information on the total client reach of the service provider. The geographic isolation factor is included to provide sufficient funding to deliver services in hard to reach rural locations.

CDSS will allocate 2.5 million dollars to CDA for distribution to its network of 33 AAAs to provide statewide SNAP-Ed. CDA will allocate 1.25 million dollars in Federal Fiscal Year (FFY) 2014 and 1.25 million in FFY 2015. The SNAP-Ed allocation in FFY 2015 will include any remaining unspent funds from FFY 2014.

Through SNAP-Ed interventions, AAAs will provide direct and indirect nutrition education, and obesity prevention activities based on approved evidence-based nutrition education and obesity prevention programs. Specific key messaging will include:

- Make half your plate fruits and vegetables, at least half your grains whole grains, and switch to fat-free or low-fat milk and milk products;
- Increase physical activity and reduce time spent in sedentary behaviors as part of a healthy lifestyle;
- Maintain appropriate calorie balance.

CDA will administer SNAP-Ed activities provided by the AAAs at eligible Title IIIC Congregate Nutrition sites. CDA estimates that over the two-year grant period 70,000 unduplicated clients will be served. Of these, 42,000 will receive indirect education and 28,000 will receive direct education.

**Template 2 Section B**
**FY 2014**
**SNAP-Ed State Goals, Objectives, Projects  
Campaigns, Evaluation and Collaboration**
**7 CFR 272.2 (e.)**
**OMB No. 0584-0083**

	Indirect Education Activity (# unduplicated participants) (i.e.: classroom instruction/lessons, planned one-on-one nutrition education, grocery store or farmers' market tours, and cooking demonstrations)		Direct Education Activity (# unduplicated participants) (i.e.: mass communications, public events and materials distribution that are not part of direct education efforts)		Total SNAP-Ed unduplicated participants
SNAP-Ed Intervention Topic	FFY 2014	FFY 2015	FFY 2014	FFY 2015	Total
Make half of your plate fruits and vegetables, at least half your grains whole grains, and switch to fat-free or low-fat milk and milk products	7,350	7,350	4,900	4,900	24,500
Make half of your plate fruits and vegetables, at least half your grains whole grains, and switch to fat-free or low-fat milk and milk products	7,350	7,350	4,900	4,900	24,500
Maintain appropriate calorie balance	6,300	6,300	4,200	4,200	21,000
TOTAL	21,000	21,000	14,000	14,000	70,000

**e. Summary of Research**

*Provide a brief summary of existing research supporting the feasibility and effectiveness of your nutrition education methods.*

The approved nutrition education and obesity prevention activities for older adults primarily follow the education theories of the Health Belief Model or the Transtheoretical Model. Sayhyoun, et al. conducted a meta-analysis on appropriate teaching and behavioral change methods effective in aiding older adults to make informed decisions about their diets and lifestyles to maximize their nutritional status and enjoy healthful aging. The meta-analysis identified two nutrition education models that are successful: the Health Belief Model and the Transtheoretical Model. The Health Belief Model relies on a person's perception of his/her chance of developing a condition, and of how serious the condition and its consequences would be, as motivating factors for behavior changes. The Transtheoretical Model proposes that health behavior change is a gradual, continuous and dynamic process that can be seen as occurring through five states or phases: pre-contemplation, contemplation, preparation, action and maintenance. Both models are effective methods of providing successful intervention programs to older adults. (Sahyoun, N, Pratt, C, & Anderson, A, 2004)

**f. Modification of Project Methods/Strategies**

*Provide justification for adapting or changing an identified intervention/project method or strategy. Compare to previous delivery and/or intervention described in cited research.*

The nutrition education programs on the "Older Adult Approved SNAP-Ed Nutrition Education Obesity Prevention Interventions" list (intervention list) were chosen because they were designed for the older adult population. However, some materials may need modification to appearance, method of presentation, and/or content to meet the needs of older adults.

Example of modification to the appearance of materials could include: using larger font, serif typefaces, dark type against a light background, and more white space on printed materials.

Examples of modification to the method of presentation could include: dividing long presentations into shorter sub-components, repeating salient points, and using auditory and visual aids.

Modification of content could include emphasis on the unique dietary needs of older adults: focusing on consuming nutrient dense foods because older adults tend to need fewer calories as they age, emphasizing the importance of consuming fluids and adequate amounts of fiber rich foods, and highlighting that certain target nutrients (e.g., vitamin B12) are important to older adults.

The physical activity programs on the approved intervention list are appropriate to the needs and limitations of the older adult population. Many of the programs can be adapted older adults with physical limitations (e.g., seated or standing exercises can be employed as necessary).

**g. Use of Existing Educational Materials**

*Give the title, author, and description of existing educational materials that will be used in the delivery of the project/intervention. Specify the language(s) in which the materials will be used including English. Indicate whether the materials will be purchased and justify the need and cost.*

See attached California Department of Aging: Older Adult Approved SNAP-Ed Nutrition Education Obesity Prevention Interventions.

**h. Development of New Educational Materials**

*Identify any new materials that you plan to produce or purchase and justify the need and cost.*

Not applicable.

**i. Key Performance Measures/Indicators**

*List the key measures/indicators of implementation or performance that you will capture or collect. An example of an implementation measure is the number of PSAs delivered in each media market during the intervention. One associated performance indicator might be the percent of people in a media market who report hearing the message.*

CDA will administer SNAP-Ed grant activities through its network of AAAs and their service providers. Contracts with each participating agency will include a requirement for key performance measures. For example:

- Increase knowledge of the health benefits of fresh fruits, vegetables, whole grains and low-fat milk products.
- Increase knowledge of the health benefits of physical activity.
- Increase knowledge of the importance of maintaining appropriate caloric balance.

Performance measures will be monitored and evaluated by CDA as part of the formative program review. Approved evaluation tools must include measures of positive behavioral change as a result of the intervention, as appropriate.

**3. Evaluation Plans**

*Describe any evaluation planned. For each evaluation, please indicate:*

**a. Name:** *the name(s) of each project(s) that will be a part of this evaluation;*

CDA will administer SNAP-Ed grant activities through its network of AAAs and their service providers. Contracts with each participating agency will include a requirement for an evaluation that is appropriate for the type of SNAP-Ed program offered. Each agency will choose a SNAP-Ed program based on the needs of its community. Evaluation plans will be reviewed by CDA as part of the SNAP-Ed monitoring process.

**b. Type:** *the type of evaluation as primarily a formative, process, outcome or impact assessment;*

CDA will administer SNAP-Ed grant activities through its network of AAAs and their service providers. Contracts with each of the participating agencies will include the requirement that each intervention is evaluated for effectiveness by any of the following methods: impact, outcome, and process evaluation techniques. Individual program evaluations will be monitored by CDA and assessed for effectiveness. AAAs will be encouraged to include a behavioral change evaluative process for SNAP-Ed interventions, as appropriate.

**c. Questions:** *the questions(s) that will be addressed and;*

- *the approach to conducting the evaluation, including scope, design, measures and data collection;*
- *plans for using the results*

The approach to conducting the evaluation must measure the effectiveness of the SNAP-Ed intervention provided. CDA will develop pre- and post-tests and/or retrospective evaluations to identify increased knowledge or behavior change in the following areas:

- Increased intake of fruits and vegetables, whole grains, and use of fat-free or low-fat milk and milk products;
- Increased physical activity and reduced time spent in sedentary behaviors as part of a healthy lifestyle; and
- Maintaining appropriate calorie balance.

CDA evaluation tools will be designed using the resource “Compendium of Surveys for Nutrition Education and Obesity Prevention” published by *the Network*. However, some of the approved evidence-based activities such as “Walk with Ease” or “Tai Chi” have standardized evaluation tools. CDA will submit tools through CDSS for submission to USDA for approval. The approved evaluation tools will be included in the resource document “CDA: Older Adult Approved SNAP-Ed Nutrition Education Obesity Prevention Interventions”.

AAAs will be required to conduct evaluations to assess either knowledge or behavior change in 25 percent of SNAP-Ed programs. AAAs will be responsible for collecting the required data to evaluate the effectiveness of each program provided. Program evaluation results will be included in the SNAP-Ed annual report. CDA will compile results of the evaluations and include them in the statewide annual report.

- d. **Evaluation:** *if the project has been evaluated previously, note the most recent year in which the evaluation was done.*

Not applicable.

#### 4. Coordination Efforts

*Describe efforts to coordinate, complement, and collaborate with other programs in order to deliver consistent behavior-focused nutrition messages and more comprehensive interventions. Outline any tasks in the action plan process that SNAP-Ed will lead or conduct during the FY. Retain written agreements.*

CDA’s needs assessment process included a thorough review of current SNAP-Ed interventions provided at Title IIIC congregate meal sites. *The Network* and UC CalFresh provided a list of senior centers already receiving SNAP-Ed interventions. CDA will maintain a master list of meal sites receiving CDA SNAP-Ed services and share this information with state and local partners to prevent duplication of services.

AAAs will be required to attend meetings of the local County Nutrition Action Plan (CNAP) and work with other SNAP-Ed funded entities to best address the needs of the community and ensure there is no duplication of SNAP-Ed services.

CDA will encourage AAAs to give priority of SNAP-Ed services to previously funded SNAP-Ed partners.

## 5. Monitoring:

In Federal Fiscal Year (FFY) 2014, the CDA SNAP-Ed Aging Program Analyst II (APA II) in collaboration with CDSS and *the Network* will receive training to ensure SNAP-Ed program and fiscal monitoring are appropriately conducted. The CDA APA II will develop an on-site monitoring tool and will provide on-site technical assistance to at least three programs. CDSS staff will accompany the CDA APA II to at least one SNAP-Ed onsite program and fiscal review of an AAA. Desk monitoring will occur for all participating agencies through technical assistance, review and approval of AAA project synopsis, and annual reports. CDA will request AAAs to provide monthly SNAP-Ed expenditure information and quarterly data.

In FFY 2015, the APA II will be responsible for up to four on-site monitoring and three on-site technical assistance visits. CDSS staff will accompany the CDA APA II to at least one SNAP-Ed on-site program and fiscal monitoring of an AAA. Desk monitoring will occur for all participating agencies through technical assistance, monitoring of AAA project synopses, and annual reports. CDA will also request monthly expenditure information and quarterly data.